What is claimed is:

1. A sales promotion controlling system based on direct mail issued using online communicating means corresponding to an Internet technology, comprising:

a browsing determining device for determining whether or not issued direct mail was browsed; and

a sales promotion controlling device for controlling sales promotion activities for commodities advertised by the direct mail corresponding to the determined result of said browsing determining device.

2. The system as set forth in claim 1, wherein said sales promotion controlling device is a sever device for use with a point-of-sales (POS) information managing system or an online shopping system and controls an assignment state of a benefit to a commodity purchasing activity by a recipient of the direct mail on the POS information managing system or the online shopping system based on the determined result of said browsing determining device .

3. The system as set forth in claim 1,

wherein said sales promotion controlling device is a sever device for use with a point-of-sales (POS) information managing system or an online shopping system and analyzes an effect of the issuance of the direct mail based on the determined result of said browsing determining device and a transaction history of commodities on the POS information managing system or the online shopping system.

4. The system as set forth in claim 1,

wherein said sales promotion controlling device controls the issuance state of the direct mail based on the determined result of said browsing determining device.

5. The system as set forth in claim 1,

wherein the direct mail is issued as electronic mail with a direct mail open acknowledge message request option, and

wherein said browsing determining device determines whether or not the issued direct mail was browsed basd on the direct mail open acknowledge message returned from a recipient of

the electronic mail.

6. The system as set forth in claim 1,

wherein the direct mail is issued using a

5 sales promotion homepage, and

wherein said browsing determining device determines whether or not the issued direct mail was browsed based on a returned result of a form provided on the sales promotion homepage returned

10 by a customer who browsed the sales promotion homepage.

7. A server for controlling direct mail issued using online communicating means based on an

15 Internet technology, comprising:

a first storing unit storing a customer to whom direct mail describing sales promotion information was transmitted;

a second storing unit storing information

20 representing whether or not the customer to whom direct mail was transmitted browsed the direct mail; and

a third storing unit storing information about commodities,

25 wherein said third storing unit stores sales

promotion information of direct mail in correspondence with commodities.

8. A server for controlling direct mail issued using online communicating means based on an Internet technology, comprising:

a first storing unit storing information about a customer to whom direct mail describing sales promotion information was transmitted; and

a second storing unit storing information about each customer,

wherein said second storing unit stores information representing whether or not each customer browsed the direct mail in correspondence with each customer.

9. A processing apparatus for processing a service corresponding to direct mail issued using online communicating means based on an Internet technology, comprising:

a first storing unit storing information about a customer to whom direct mail describing sales promotion information was transmitted;

a second storing unit storing information representing whether or not the customer to whom

direct mail was transmitted/ browsed the direct mail;

an identifying unit identifying the customer who uses the service;

5   a determining unit determining whether or not the direct mail was transmitted to the customer with reference to said first storing unit and determining whether or not the customer browsed the direct mail with reference to said second storing

10   unit when the customer is identified by said identifying unit; and

a processing unit providing different services depending on whether the direct mail was not transmitted to the customer, the customer did not

15   browse the direct mail, or the customer browsed the direct mail corresponding to the determined result of said determining unit.

10.   A processing apparatus for processing a

20   service corresponding to direct mail issued using online communicating means based on an Internet technology, comprising:

a first storing unit storing information about direct mail transmitted to a customer;

25   a second storing unit storing information

representing sales promotion in correspondence with commodity information; and

a settling unit settling a transaction performed with the customer,

5   wherein said settling unit references said first storing unit, determines the transmission state of the direct mail to the customer, references said second storing unit, determines whether or not the customer purchased commodities

10   with respect to the sales promotion, and provides a service to the customer based on the determined result.

11. A sales promotion controlling method based

15   on direct mail issued using online communicating means based on an Internet technology, comprising:

determining whether or not issued direct mail was browsed; and

controlling sales promotion activities for

20   commodities advertised by the direct mail based on the determined result.

12. A sales promotion controlling method based on direct mail issued using online communicating

25   means based on an Internet technology, comprising:

determining whether or not issued direct mail was browsed; and

controlling an assignment state of a benefit to a commodity purchasing activity by a recipient of the direct mail on a POS information managing system or an online shopping system corresponding to the determined result.

13. A sales promotion controlling method based on direct mail issued using online communicating means based on an Internet technology, comprising:

determining whether or not issued direct mail was browsed; and

analyzing an effect of the issuance of the direct mail based on the determined result and a transaction history of commodities on a POS information managing system or an online shopping system.

14. A sales promotion controlling method based on direct mail issued using online communicating means based on an Internet technology, comprising:

determining whether or not issued direct mail was browsed; and

controlling an issuance state of the direct

mail based on the determined result.

15. The method as set forth in claim 11, further comprising:

5 issuing the direct mail an electronic mail with a direct mail open acknowledge message request option; and

determining whether or not the issued direct mail was browsed based on the direct mail open

10 acknowledge message returned from the recipient of the electronic mail.

16. The method as set forth in claim 11, further comprising:

15 issuing the direct mail using a sales promotion homepage; and

determining whether or not the issued direct mail was browsed based on a returned result of a form provided on the sales promotion homepage

20 returned by a customer who browsed the sales promotion homepage.

17. A record medium from which a computer reads a program, the program causing the computer

25 to perform:

determining whether or not direct mail issued using online communicating means based on an Internet technology was browsed; and

controlling sales promotion activities for

5   commodities advertised by the direct mail based on the determined result.

18. A record medium from which a computer reads a program, the program causing the computer

10   to perform:

determining whether or not direct mail issued using online communicating means based on an Internet technology was browsed; and

controlling an assignment state of a benefit

15   to a commodity purchasing activity by a recipient of the direct mail on a POS information managing system or an online shopping system based on the determined result.

20   19. A record medium from which a computer reads a program, the program causing the computer to perform:

determining whether or not direct mail issued using online communicating means based on an

25   Internet technology was browsed; and

analyzing an effect of the issuance of the direct mail based on the determined result and a transaction history of commodities on a POS information managing system or an online shopping

5 system.

20. A record medium from which a computer reads a program, the program causing the computer to perform:

10 determining whether or not direct mail issued using online communicating means based on an Internet technology was browsed; and

controlling an issuance state of the direct mail based on the determined result.

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